



EC&M
Product
OF THE
year
Competition **10**

CALL FOR ENTRIES

EC&M Product OF THE Year Competition — 10



The **EC&M Product of the Year competition** was established in 2000 to honor excellence in new product development in the electrical industry. Now in its tenth year, the prestigious awards program showcases the most innovative products of the past year and recognizes the talent and commitment of the people involved with every aspect of development, from concept through sales. *EC&M* is proud to bestow these awards on inventive products that ensure electrical professionals are able to do their jobs more efficiently and effectively.

Benefits

Entering your new products into *EC&M*'s Product of the Year competition will provide tremendous exposure for your products and your company. In addition to identifying yourself as a leader in the electrical market, the Product of the Year competition provides repeated exposure in the industry. All product entries will be featured in a special tabloid showcase, which will be polybagged with the March issue of *EC&M* and April issue of *Electrical Wholesaling* magazine. Readers will have the opportunity to request more information through a Reader Service Number that is run at no extra cost with your product information.

If your entry is selected as a category winner:

- Your product will be prominently displayed at the Electric West 2010 show, where thousands of electrical contractors, plant/facility personnel, datacom installers, and engineers come to see the newest products offered to the industry. Finalists who exhibit at Electric West 2010 will be able to place brochures or sell sheets below their entry's display at the show.
- Your company will receive a plaque to commemorate achieving Category Winner standing in the *EC&M* Product of the Year competition.
- Your linked product digital image will be displayed as a featured category winner on the *EC&M* website.
- Your company will be awarded use of the *EC&M* Product of the Year Category Winner logo in all marketing materials.

If your product is selected as a Product of the Year platinum, award winner, gold, or silver award winner, your company will receive additional recognition through:

- A special write up in a mid-year issue of *EC&M* magazine
- A commemorative trophy or plaque
- Use of the Product of the Year Platinum, 1st runner up, or 2nd runner up logo in all marketing materials.

Selection Process

All entries will be judged by a panel of industry professionals and experts selected by the *EC&M* editorial staff. The panel will review each entry and select a winner for each product category. *EC&M* will display all category winner information on the exhibit floor at the Electric West 2010 show in Las Vegas — and in a special supplement to the *EC&M* March and *EW* April 2010 issues. *EC&M*'s subscribers will then cast their votes for the Product of the Year through an online ballot on the magazine's website. The Product of the Year Platinum, 1st runner up, and 2nd runner up award winners will be determined by readers' votes and the decision of our expert panel. In the event of a tie, the *EC&M* editorial staff will cast the deciding vote.

How to Enter: New Digital Entry Process

Review the official rules listed below to determine eligibility. If eligible:

1. Fill out attached entry form and send it with \$325 payment (per product) to the address listed at the bottom of the entry form. If paying by check, make payable to Penton Media. (If paying by credit card, completed digital entry forms [PDF, Word doc] may be sent to beck.ireland@penton.com.)
2. Send the following materials to Staff Writer Beck Ireland at beck.ireland@penton.com.
 - A 300-dpi color image of the product (Please include manufacturer and product names in the name of your image file.)
 - Up to 50 words of descriptive copy (Please include in the text in the body of the e-mail; not as a separate document file.)
 - Manufacturer logo
 - Web address(es) for any additional descriptive product information or demonstration videos

For large files, please contact Beck Ireland for FTP site instructions.

3. Send completed entry form, digital materials, and payment to the address listed on the entry form to arrive no later than 5 p.m. CST on Jan. 22, 2010.

Official Rules

1. **Entry Form.** All entries must be accompanied by an official entry form. Incomplete entry forms or entries with false or misleading information will be disqualified without refund.
2. **Eligibility.** All entries must meet this criteria:
 - The product must be available for purchase in the United States.
 - The product must first be available for purchase between Jan. 1, 2009, and Dec. 31, 2009. (Redesigns or significant modifications occurring within the entry dates will be considered at the judges' discretion and must be presented as such.)
 - The entry form must be signed by an employee who is an authorized representative of the manufacturer that produced the product.
3. **Entries.** Your entry must be submitted according to the above guidelines. There is no limit to the number of products each company may enter. Entries that do not meet required guidelines may be disqualified without refund. Due to the change to a digital entry and judging process, samples will not be accepted.
4. **Deadline.** All entry materials, including the payment of \$325 per product, must be received in the *EC&M* editorial office by Jan. 22, 2010, at 5 p.m. CST. In fairness to companies that take extra effort to submit their entries on time, this deadline will not be extended.

**Deadline: Entries must be received
by January 22, 2010, 5 p.m. CST**

Product Categories

The *EC&M* Product of the Year competition will recognize winners in up to 25 categories (sample list):

- Ballasts
- Boxes
- Cable Fittings & Terminating Devices
- Computers & Software
- Conduit, Raceways & Wireways
- Connectors & Terminating Devices
- Construction Equipment
- Fasteners, Hangers & Accessories
- Lamps
- Lighting Controls
- Luminaires
- Monitoring Instruments
- Motors, Drives & Motor Controls
- Portable Test & Measurement Equipment
- Power Conditioning Equipment
- Power Distribution Equipment
- Power Sources
- Protective Devices
- Racks & Enclosures
- Security Equipment & Systems
- Specialty Products
- Tools (Hand)
- Tools (Equipment)
- Tools (Accessory Items)
- Voice/Data/Video Equipment
- Wire & Cable
- Wiring Devices



Official Entry Form

Product Information

Product name: _____

Manufacturer: _____

Date introduced: _____

Entry Category (please check only one — judges reserve the right to reclassify)

- | | | |
|---|--|---|
| <input type="checkbox"/> Ballasts | <input type="checkbox"/> Lighting Controls | <input type="checkbox"/> Racks & Enclosures |
| <input type="checkbox"/> Boxes | <input type="checkbox"/> Luminaires | <input type="checkbox"/> Security Equipment & Systems |
| <input type="checkbox"/> Cable Fittings & Terminating Devices | <input type="checkbox"/> Monitoring Instruments | <input type="checkbox"/> Specialty Products |
| <input type="checkbox"/> Computers & Software | <input type="checkbox"/> Motors, Drives & Motor Controls | <input type="checkbox"/> Tools (Accessory Items) |
| <input type="checkbox"/> Conduit, Raceways & Wireways | <input type="checkbox"/> Portable Test & Measurement Equipment | <input type="checkbox"/> Tools (Equipment) |
| <input type="checkbox"/> Connectors & Terminating Devices | <input type="checkbox"/> Power Conditioning Equipment | <input type="checkbox"/> Tools (Hand) |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Power Distribution Equipment | <input type="checkbox"/> Voice/Data/Video Equipment |
| <input type="checkbox"/> Fasteners, Hangers & Accessories | <input type="checkbox"/> Power Sources | <input type="checkbox"/> Wire & Cable |
| <input type="checkbox"/> Lamps | <input type="checkbox"/> Protective Devices | <input type="checkbox"/> Wiring Devices |

Entry Material Requirements

- A 300-dpi color image & short product description. (See “How to Enter” for specific details.)
- A web address for additional descriptive product information (i.e. brochures, data sheets, etc.) or demonstration video.
- Your entry fee of \$325 (per product). Checks should be payable to Penton Media.

Method of Payment Check enclosed payable to Penton Media.

Card Type: _____ Card Number: _____ Exp. Date: _____

Name as it appears on card: _____

Signature: _____

Contact Person

Name: _____ Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Required Signature (must be signed by an authorized representative)

Signature: _____ Date: _____ Title: _____

Send this form, completed entry materials and payment to:

Beck Ireland, Staff Writer • beck.ireland@penton.com

EC&M Product of the Year competition

9800 Metcalf Avenue • Overland Park, KS 66212

Phone: 913-967-1806

Deadline: Entries must be received by Jan. 22, 2010, 5 p.m. CST